



WXYZ

# ORDER

Print Date 11/13/12

Page 1 of 2

Flight Dates **10/30/12-11/06/12**

Contract / Revision      **315684 / 314-Michigan Education Associatic**

Original Date / Revision      Agency Com    15%

10/23/12    10/31/12    Billing Contact

Advertiser **Michigan Education Associatic**  
**1322 G Street SE**  
**Washington, DC 20003-3021**

Agency    **Mundy Katowitz Media Inc**

Buying Contact  
**1322 G Street SE**  
**Washington, DC 20003-3021**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep      00:20:00

Estimate #      **1829**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A25-54

Rev Codes      POL      POL      ISS

Product Codes DO

Priority          FX

Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	32	\$40,460.00	\$47,600.00	0.00	10/29/12	11/06/12	32	\$40,460.00	\$47,600.00
<b>Totals</b>	<b>32</b>	<b>\$40,460.00</b>	<b>\$47,600.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/30/12	11/06/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--		5				\$300.00		0.00			
		Week: 11/06/12	11/12/12	-1-----		1				\$300.00		0.00			
N 2	WXYZ	10/30/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--		5				\$2,000.00		0.00			
		Week: 11/06/12	11/12/12	-1-----		1				\$2,000.00		0.00			
N 3	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00

